

## REMARKS

Applicant respectfully requests reconsideration of the present application in view of the foregoing amendments and in view of the reasons that follow. At the time of the outstanding Office Action, claims 1-23 and 25-28 were pending. Claims 1-23 and 25-28 have been cancelled, and claims 29-51 have been added. A detailed listing of all claims that are, or were, in the application, irrespective of whether the claim(s) remain under examination in the application, is presented, with an appropriate defined status identifier. After amending the claims as set forth above, claims 29-58 are now pending in this application.

### **Acknowledgement of Foreign Priority:**

The Examiner is respectfully requested to acknowledge the claim to foreign priority presented in this application. Specifically, Applicant claims priority to Japanese Patent Application 2001-049901, filed February 26, 2001 and Japanese Patent Application 2001-393071, filed December 26, 2001. This claim to foreign priority was made in the ADS, and certified copies of the foreign application were submitted with the filing of the application. Public PAIR acknowledges the claim to foreign priority, but the Examiner has not yet indicated that this claim is acknowledged.

### **Prior Art Rejections:**

Claims 1-23 and 25-28 were rejected under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent Application Publication 2002/0068585 to Chan et al. (hereinafter “Chan”). Further, claims 1-23 and 25-28 were rejected under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent 6,332,127 to Bandera et al. (hereinafter “Bandera”). These rejections are traversed for at least the reasons given below.

Claims 1-23 and 25-28 have been cancelled. Therefore, the above rejections are now moot. Further, claims 29-51 are believed to be novel with regards to the references cited in the prior rejection. Independent claims 29, 36, 46 and 47 each contain features that are not found in Chan, Bandera, or any combination thereof. Specifically, the invention as claimed recites a mobile marketing server, wherein:

**“said mobile marketing server further manages an distribution log, which includes an identifier of a user that is a distribution destination, said distributed content**

**ID and time of distribution of content,” “said mobile marketing server manages an action log, which includes positions of each one of said user terminals and times at which said respective user terminals existed at said positions, and analyzes, when an analysis request is received from an analysis terminal, a behavior of said user terminal based on said managed action log,” and “wherein when there is a notification of an analysis request, which includes said content ID, from said analysis terminal to said mobile marketing server, said mobile marketing server analyzes a change in a user terminal behavior when content having said content ID is distributed, based on said managed action log and distribution log, and sends analysis results to said analysis terminal.”** (claim 29, emphasis added; analogous features can be found in claims 36, 46, and 47.)

There is no teaching or disclosure in Chan of such a mobile marketing method. Chan does not teach a distribution log, as required by the invention as claimed. There is no teaching or suggestion in Chan that information regarding coupon distribution is stored. Rather, Chan teaches a database is used for storing information regarding the coupons before they are distributed:

“Each of product promotion information (e-coupon, coupon or product sales event) and business directory information is organized as a record in the database to describe a merchandise, having a field for each product promotion information (e-coupon, coupon or product sales event) and business directory information record to describe the merchandise, for searching of records of product promotion information (e-coupon, coupon or product sales event) and business directory information describing that product promotion information. Another field in each of product promotion information (e-coupon, coupon or product sales event) record is a position field. The position field is a position coordination of the merchandise. The position coordination is comprised of latitude and longitude of Global Position System coordination. It could also contain altitude of Global Position System coordination when it is necessary. The database 14 could also be arranged in an object-oriented manner for attribute searching.” (paragraph 0137)

However, there is no corresponding database or log like the distribution log that holds content ID of the coupon distributed, an identifier pertaining to whom the coupon was distributed to, and the time of distribution.

Further, Chan fails to disclose that a mobile marketing server analyzes a change in user terminal behavior when content is distributed, based upon a managed action log and distribution log. Chan teaches how a coupon is generated, based upon the user profile database. Specifically, Chan discloses that, based upon the number of visits and amount of time the user spends during each visit to a specific destination, a coupon is generated (Figs. 7-10). However, there is no teaching or suggestion in Chan that a change in user terminal behavior when content is distributed is analyzed. Further, Chan does not teach analyzing the behavior of the user terminal based on the managed action log and distribution log. Thus, Chan fails to teach all of the features of the invention as claimed.

Bandera also fails to teach all of the features of the invention as claimed. There is no teaching or suggestion in Bandera of a mobile marketing server, wherein “said mobile marketing server further manages an distribution log, which includes an identifier of a user that is a distribution destination, said distributed content ID and time of distribution of content,” “said mobile marketing server manages an action log, which includes positions of each one of said user terminals and times at which said respective user terminals existed at said positions, and analyzes, when an analysis request is received from an analysis terminal, a behavior of said user terminal based on said managed action log,” and “wherein when there is a notification of an analysis request, which includes said content ID, from said analysis terminal to said mobile marketing server, said mobile marketing server analyzes a change in a user terminal behavior when content having said content ID is distributed, based on said managed action log and distribution log, and sends analysis results to said analysis terminal.”

Specifically, Bandera fails to teach a distribution log as required by the invention as claimed. Bandera teaches that “content objects, such as advertising objects, are stored within a database 30.” (column 5, lines 9-10) However, there are no other databases or logs taught in Bandera. Further, there is no teaching or suggestion in Bandera that a change in user terminal behavior is analyzed when content is distributed. Thus, Bandera fails to teach all of the features of the invention as claimed.

**Conclusion:**

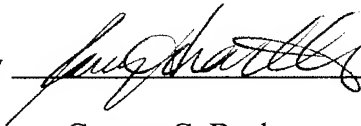
The Examiner is invited to contact the undersigned by telephone if it is felt that a telephone interview would advance the prosecution of the present application.

The Commissioner is hereby authorized to charge any additional fees which may be required regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to Deposit Account No. 19-0741. Should no proper payment be enclosed herewith, as by a check or credit card payment form being in the wrong amount, unsigned, post-dated, otherwise improper or informal or even entirely missing, the Commissioner is authorized to charge the unpaid amount to Deposit Account No. 19-0741. If any extensions of time are needed for timely acceptance of papers submitted herewith, Applicant hereby petitions for such extension under 37 C.F.R. §1.136 and authorizes payment of any such extensions fees to Deposit Account No. 19-0741.

Respectfully submitted,

Date 2/8/08

FOLEY & LARDNER LLP  
Customer Number: 22428  
Telephone: (202) 945-6014  
Facsimile: (202) 672-5399

By 

George C. Beck  
Attorney for Applicant  
Registration No. 38,072

Ramya Ananthanarayanan  
Agent for Applicant  
Registration No. 59,597